



PINELLAS SUNCOAST TRANSIT AUTHORITY
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BOARD MEETING MINUTES DECEMBER 6, 2017

Chairperson Darden Rice called the December 6, 2017 Board meeting to order at 9:00 AM. Members present: Darden Rice, Chairperson; Janet Long, Vice-Chairperson; Joseph Barkley, Secretary/Treasurer; David Banther, Richard Bennett, Dave Eggers, Samantha Fengler, Pat Gerard, Patricia Johnson, Bill Jonson, Charlie Justice, Brian Scott, Josh Shulman, John Tornga, and Lisa Wheeler-Bowman. Also present: Brad Miller, CEO; Alan Zimmet, PSTA General Counsel; PSTA staff members, and members of the public.

PUBLIC COMMENT

There were no public comments.

PRESENTATION

Modern Transit Campaign – Cyndi Raskin-Schmitt, Director of Marketing and Communications, provided background information on the transit campaign developed by FKQ Advertising and showed a 30-second commercial. She said this ad will air in early 2018 on numerous cable channels and radio stations in Pinellas County. Ms. Raskin-Schmitt noted that this campaign will also include coordinated bus wraps and social media advertising.

AWARDS AND RECOGNITION

James Bradford, Chief Operating Officer, recognized Mike Gloss, Superintendent of Safety, Security & Training, for his dedicated service for 24 years and presented him with a plaque. He outlined Mr. Gloss' lengthy career and accomplishments while at the Authority. Mr. Gloss said a few words of thanks.

COMMITTEE UPDATES

Transit Riders Advisory Committee (TRAC) Update – Gloria Lepik-Corrigan, Committee Chair, provided an update from the November 14th TRAC meeting.

Forward Pinellas – Mr. Jonson reported on the Forward Pinellas Board meeting that took place on November 8th.

Forward Pinellas Local Coordinating Board (LCB) – Ms. Johnson said that the Forward Pinellas LCB met on November 28th and provided some highlights.

CONSENT AGENDA

Mr. Zimmet clarified item 6E, explaining that the Board action today is to make a binding settlement offer – not to approve the settlement.

Mr. Barkley made a motion, seconded by Ms. Gerard, to approve the Consent Agenda. The Board unanimously approved the Consent Agenda which included the approval of the October 25, 2017 Board meeting minutes, the Transit Asset Management (TAM) Consultant, the Transit Riders Advisory Committee (TRAC) appointments, the recruiting consultants contracts, and the claim settlement.

ACTION ITEMS

Transportation Disadvantaged (TD) Late Shift Program Fare Adjustment – Heather Sobush, Director of Planning, presented a brief background on the successful first year of the TD Late Shift Pilot Program. She indicated that the program is now providing 4,000 trips per month to riders who work outside of regular fixed route service hours. Ms. Sobush explained the initial funding came from a Mobility Enhancement Grant from the Florida Commission on TD. Although PSTA received an additional grant from the State in the amount of \$507,000 for FY 2018, staff is recommending approval of a fare adjustment whereby TD customers would pay \$20.00 for a TD monthly pass that also includes 25 late shift trips and one urgent TD trip. Mr. Barkley made a motion, seconded by Ms. Johnson, to approve the TD Late Shift fare adjustment. There were no public comments. Motion passed unanimously.

February 2018 Service Changes – Cassandra Borchers, Chief Development Officer, delivered a presentation on the removal and replacement of service on the Pinellas Park circulator Route 444 beginning February 4, 2018. Ms. Borchers explained that Route 444 has historically been the least productive and most expensive route for PSTA. She noted that through surveys, training sessions, on-board notices, and a public hearing held on November 28th, the few riders of Route 444 will be offered alternatives such as Direct Connect, Demand Response (DART), and Neighborly Care Network for their commute. Mr. Eggers congratulated staff on their diligent work on this service change and said it shows a real compassionate approach to the riders. Mr. Jonson commented that he has ridden Route 444 several times and believes this is a good service change.

Ms. Long made a motion, seconded by Ms. Wheeler-Bowman, to approve the February 2018 service change. There were no public comments. Motion passed unanimously.

Board Officers/Committee Appointments – Mr. Barkley, Nominating Committee Chair, provided the Committee’s recommendations for PSTA’s 2018 officers: Janet Long, Chairperson; Joe Barkley, Vice-Chairperson; and Pat Gerard, Secretary/Treasurer. Mr. Scott made a motion, seconded by Mr. Eggers, to approve the recommended slate of officers. There were no public comments. Motion passed unanimously.

Mr. Barkley read the Nominating Committee’s recommendations for the Board Committee assignments: Ms. Johnson – Executive Committee; Mr. Tornga - full member on the Planning Committee; Mr. Shulman – Alternate on the Planning Committee; Mr. Barkley – Legislative Committee; Mr. Tornga – Alternate on the Legislative Committee; and Ms. Rice and Mr. Banther on the Personnel Committee. Ms. Gerard made a motion, seconded by Ms. Wheeler-Bowman, to approve the recommendations. There were no public comments. Motion passed unanimously.

PSTA-HART Memorandum of Understanding (MOU) – Mr. Miller indicated that a joint PSTA-HART Executive Committee meeting was held on December 4th. He said that there was good discussion about shared employees. Ms. Long asked about the employees utilizing Skype or another method to curtail the trips across the bridge. Mr. Miller responded that is a possibility for the future. Mr. Scott thanked PSTA and HART staff for their work on the MOU and made a motion, seconded by Mr. Barkley to approve the MOU. There were no public comments. Motion passed unanimously.

INFORMATION ITEMS

Consolidated Bus Purchase Savings – Mr. Miller provided an update on the bus purchases and Ms. Leous, Chief Financial Officer, provided information on options for using the \$2.6 million bus purchase savings. Detailed information was provided in the agenda packet. Mr. Miller stated that staff recommended the purchase of diesel buses back in August 2015; however, after observing recent cost savings as well as an improved maintenance program, he is now recommending hybrids. In the future, the plan is to purchase battery operated electric vehicles. Ms. Leous outlined five options for the use of the savings, which included using \$50,000 toward an autonomous vehicle study.

Ms. Long mentioned a Tesla project in Chicago. Mr. Eggers said he appreciates staff looking at the financial, social, and environmental sustainability aspects. Mr. Scott thanked Henry Lukasik, Director of Maintenance, for providing the very detailed

spreadsheet included in the agenda and proceeded to comment on a few of the numbers.

REPORTS AND CORRESPONDENCE

Performance/Updates – The information was included in the packet.

Capital Projects – The project list and details were included in the packet.

Autonomous Vehicle Summary – Mr. Miller indicated that PSTA has been approached by two engineering firms that are interested in assessing the feasibility of an autonomous vehicle pilot project and have proposed to provide their services as a grant to PSTA. Mr. Miller noted that staff is currently working with these firms to develop prospective scopes of work for a demonstration project. He said that based on initial conversations with both autonomous vehicle providers, staff is confident that a pilot project could be launched in St. Petersburg by next spring.

FUTURE MEETING SUBJECTS

The Board was provided with a list of upcoming meeting subjects. Mr. Miller said there will be a Safe Place event immediately following the Board meeting to celebrate PSTA's induction into the National Safe Place Program. He also mentioned an "APPY HOUR" event on December 15th to announce the new Transit app.

OTHER BUSINESS

Mr. Scott asked for an update on the Black Friday ticket sale. Mr. Miller explained about the half-price monthly pass sale for the months of December and January and reported how successful this program was in June.

PUBLIC COMMENT

Ms. Michelle Frazier, St. Petersburg resident, said there are no early morning buses on Route 52 to the Shoppes at Park Place, which makes connections very difficult. Ms. Borchers spoke to her further regarding her concerns.

BOARD MEMBER COMMENTS

In addition to members wishing everyone happy holidays, Mr. Eggers stated that he is pleased with the Black Friday numbers and believes it encourages more people to ride PSTA.

Mr. Barkley said thank you to the Nominating Committee for recommending the names for the Officers and Board Committees.

Mr. Shulman echoed Mr. Eggers thoughts on the half-price sale. He would like staff to conduct a fare study with possible family and vacation packages.

Mr. Jonson commented on the Regional Transit Feasibility Study and congratulated Ms. Long on becoming Chairperson.

Ms. Long said thank you to Chairperson Rice for guiding the Board for the last two years, adding that she is excited about the future.

Chairperson Rice thanked Mr. Gloss for his service and congratulated Ms. Long, Mr. Barkley, and Ms. Gerard.

ADJOURNMENT

There being no further business, Chairperson Rice adjourned the meeting at 10:47 AM. The next meeting is scheduled for January 29th at 9:00 AM.

Chairperson